

## **IN THE CLAIMS**

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please **AMEND** claims 1-15 in accordance with the following:

1. (CURRENTLY AMENDED) A digital contents advertisement display computer system using auction, comprising:
  - a computer processor; and
  - a computer readable medium storing at least one computer program controlling the computer processor to control the digital contents advertisement display computer system according to a process comprising:
    - ~~a contents outline disclosing part for disclosing an outline of contents to be distributed through a digital medium to an indefinite number of audience including sponsors~~audiences;
    - ~~an advertisement tenant bidding part for allowing the audiences, as sponsors, a sponsor to bid for an advertisement tenant contained in the disclosed contents;~~
    - ~~a sponsor determining part for knocking down a winner sponsor for the advertisement tenant to the sponsor that has bid from among the bidding sponsors, according to a highest price bid by a sponsor; and~~
    - ~~a contents creating part for correcting~~completing the advertisement tenant contained in the contents in accordance with according to requests from the winning sponsor, ~~and completing to complete the contents for distribution; and~~
    - ~~a contents distributing part for distributing the completed contents, wherein the completed contents as distributed have a function as an advertising medium.~~
2. (CURRENTLY AMENDED) A digital contents advertisement display computer system using auction according to claim 1, ~~comprising a function of wherein the process of the~~ at least one computer program further comprises receiving an input from an audience and

allowing the audience to influence a scenario process of the contents.

3. (CURRENTLY AMENDED) A digital contents advertisement display computer system using auction according to claim 1, wherein, in a case where an advertisement tenant is not determined in the sponsor determining part, the contents distributing part distributes the contents by using the advertisement tenant in the contents provided by default.

4. (CURRENTLY AMENDED) A digital contents advertisement display system using auction according to claim 2, wherein, in a case where an advertisement tenant is not determined in the winner sponsor determining part, ~~the contents distributing part distributes the~~ process of the at least one computer program further comprises distributing the contents by using ~~the~~ a default advertisement tenant in the contents ~~provided by default~~.

5. (CURRENTLY AMENDED) A digital contents advertisement display computer system using auction according to claim 1, ~~further comprising a character control part for~~ wherein the process of the at least one computer program further comprises controlling behavior of a character displayed on a screen in accordance with a bidding price by ~~the~~ a sponsor, wherein the character behaves so that ~~an~~ the audience pays more attention to the advertisement tenant for which the bidding price is higher.

6. (CURRENTLY AMENDED) A digital contents advertisement display computer system using auction according to claim 2, ~~further comprising a character control part for~~ wherein the process of the at least one computer program further comprises controlling behavior of a character displayed on a screen in accordance with a bidding price by ~~the~~ a sponsor, wherein the character behaves so that ~~an~~ the audience pays more attention to the advertisement tenant for which the bidding price is higher.

7. (CURRENTLY AMENDED) A digital contents advertisement display computer system using auction according to claim 5, ~~further comprising an access log recording part for~~ wherein the process of the at least one computer program further comprises:

recording an access log with respect to the character, and  
~~-an attention degree calculating part for calculating a degree of attention to the~~  
advertisement tenant based on the access log recorded ~~in the access log recording~~

~~part~~recording,

wherein advertising effects can be measured based on the calculated degree of attention to the advertisement tenant.

8. (CURRENTLY AMENDED) A digital contents advertisement display computer system using auction according to claim 6, wherein the process of the at least one computer program further comprises:

~~further comprising an access log recording part for recording an access log with respect to the character, and~~

~~an attention degree calculating part for calculating a degree of attention to the advertisement tenant based on the access log recorded in the access log recording~~  
~~part~~recording,

wherein advertising effects can be measured based on the calculated degree of attention to the advertisement tenant.

9. (CURRENTLY AMENDED) A digital contents advertisement display computer system using auction according to claim 1, ~~further comprising an advertisement tenant attention degree control part for~~ wherein the process of the at least one computer program further comprises changing a display of the advertisement tenant so that a degree of attention to the advertisement tenant in the contents is changed in accordance with ~~the~~a bidding price.

10. (CURRENTLY AMENDED) A digital contents advertisement display computer system using auction according to claim 2, wherein the process of the at least one computer program further comprises~~further comprising an advertisement tenant attention degree control part for~~ changing a display of the advertisement tenant so that a degree of attention to the advertisement tenant in the contents is changed in accordance with ~~the~~a bidding price.

11. (CURRENTLY AMENDED) A digital contents advertisement display computer system using auction according to claim 9, wherein,~~in the advertisement tenant attention degree control part, a~~ the degree of attention to the advertisement tenant is changed by using ~~the~~a displayed character on a screen.

12. (CURRENTLY AMENDED) A digital contents advertisement display computer

system using auction according to claim 10, wherein, ~~in the advertisement tenant attention degree control part, a~~ the degree of attention to the advertisement tenant is changed by using the displayed character on a screen.

13. (CURRENTLY AMENDED) A digital contents advertisement display computer system using auction according to claim 1, wherein, ~~in a case where the process of the at least one computer program forms an auction of the advertisement tenant contained in the contents to the advertisement sponsors and the process of the at least one computer program further comprises auctioning again the advertisement tenant of the contents, if the contents are redistributed, advertisement sponsors of the advertisement tenant are auctioned again.~~

14. (CURRENTLY AMENDED) A digital contents advertisement display computer system using auction according to claim 2, wherein, ~~in a case where if the contents are redistributed, advertisement sponsors of the advertisement tenant are~~ is auctioned again to the advertisement sponsors according to the process of the at least one computer program.

15. (CURRENTLY AMENDED) A computer-readable recording medium storing a program to be executed by a computer, for realizing a digital contents advertisement display system using auction, the program controlling the computer according to a process comprising:  
disclosing an outline of contents to be distributed through a digital medium to an infinite number of audience including sponsors;  
a sponsor bidding for an advertisement tenant contained in the disclosed contents;  
knocking down the advertisement tenant to the sponsor that has bid a highest price;  
correcting the advertisement tenant contained in the contents in accordance with requests from the sponsor, and completing the contents; and  
distributing the completed contents,  
wherein the contents have a function as an advertising medium.